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US Travel
Data Center

1989 Travel Executive Briefing

A National Travel Survey Summary

US Travel Data Center • Two Lafayette Centre, 1133 21st Street, NW • Washington, DC 20036
(202) 293-1040

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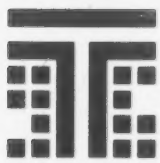
1989

TRAVEL EXECUTIVE BRIEFING: A NATIONAL TRAVEL SURVEY SUMMARY



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The U.S. Travel Data Center is the national, non-profit center of travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry, and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

Dr. John D. Hunt, Chairman

Dr. Suzanne D. Cook, Executive Director

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1989 TRAVEL EXECUTIVE BRIEFING:
A NATIONAL TRAVEL SURVEY SUMMARY

- Total travel increased for the fifth consecutive year as the volume of person-trips reached 1.26 billion in 1989, 2 percent over its 1988 level.

- Travel prices rose at a higher rate than consumer prices during 1989, reflecting higher transportation costs.

- The transportation segments experienced a fairly stable year, as auto travel increased 3 percent and air travel dipped slightly compared to the previous year.

- After leveling off in 1988, business travel jumped 9 percent during 1989. Nearly 170 million business trips were recorded.

- Travel for pleasure purposes, including visiting friends/relatives and recreation/entertainment grew for the sixth consecutive year, registering over 945 million person-trips.

- Both vacation and weekend travel boasted healthy growth during 1989, up 6 percent and 4 percent, respectively.

- Use of commercial lodging grew 6 percent over a year ago as 310 million hotel/motel trips were recorded. The average number of nights spent in a hotel/motel fell for the fifth consecutive year, continuing the trend toward shorter durations.

- After decreasing for the past three years, average travel party sizes increased slightly to 1.90 persons per trip.

- The time spent away from home on a trip has also dropped over the past five years to an average of 4.1 nights in 1989 down from 5.1 nights in 1985.

- Average round-trip distances were down in 1989, dropping to 910 round-trip miles per trip.

- Attracting more travel than any other census region, the South Atlantic received more than 281 million person-trips in 1989. The Pacific region was the second most popular destination as 163 million person-trips were received. However, 1989 travel volume to that region was below 1988 and 1987 levels.

- All but three regions, the East North Central, West North Central, and Pacific, produced more travelers in 1989 than in 1988.

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INTRODUCTION

Since 1979, the U.S. Travel Data Center has conducted a monthly National Travel Survey to provide timely and relevant information on major trends in American travel activity. The survey is conducted by telephone with national probability samples of 1,500 adult residents of the contiguous U.S. each month.

Seasonal and annual summaries of results are published regularly for use by Data Center members and other interested marketers and researchers. This full year report and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

Designed as a summary of information about annual travel, this 1989 TRAVEL EXECUTIVE BRIEFING is supplemented by a companion volume, the 1989 TRAVEL MARKET CLOSE-UP. The CLOSE-UP report presents cross-tabulations of trip, person-trip and demographic data for a more detailed analysis of travel patterns and characteristics.

Encompassing the calendar year, this 1989 TRAVEL EXECUTIVE BRIEFING measures travel by person-trips and trips. The trip unit measures the number of times one or more household members travels 100 miles or more away from home. The person-trip unit also measures the number of times one or more household members travels 100 miles away from home, but also accounts for the number of household members on the trip. For example, if a respondent travels with two other members of his or her household, one trip and three person-trips are counted. More detailed definitions of this and other terms used in the report are in "Appendix A: Glossary of Terms."

Because the sample for the National Travel Survey is representative of the contiguous United States adult population, data from this report are limited to travel by U.S. residents to domestic and international destinations. This report does not include data on foreign visitor activity in the U.S.

FACTORS INFLUENCING TRAVEL

The 1989 Economy

The growth in the United States economy slowed somewhat in 1989 as inflation rose, the money supply was tightened and credit became more difficult to obtain. Real GNP grew only three percent in 1989, compared to more than four percent in 1988.

Corporate profits showed a startling negative rate of change of -4.7 percent. In 1988 profits rose from $247.8 billion to $281.8 billion, and in 1989 profits fell to $272.0 billion. This is the first time that corporate profits have showed a negative rate of change since 1985.

OVERALL U.S. ECONOMIC INDICATORS, 1989-88
(Percent Change From Previous Year)

Measure	1989	1988
Dollar gross national product	7.2%	7.9%
Real gross national product	3.0	4.4
Personal income	8.9	7.6
Corporate profits after tax	-4.7	7.3
Disposable income	8.7	8.5
Personal outlays*	7.2	7.4
Payroll Employment	2.8	3.3
Consumer Price Index	4.8	4.1

Source: U.S. Dept. of Commerce, U.S. Dept. of Labor

*Personal outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.

Travel prices increased at a slower rate than did disposable income, although travel prices did increase at a higher rate than consumer prices. The prices of motor fuel and, consequently, of airline fares, shot up in 1989. Lodging prices rose at a slower than average rate as the lodging industry continued to suffer from overcapacity in 1989.

Overall, 1989 experienced slower economic growth relative to the previous year, and this influenced trends in the travel industry as well. Total person-trips grew by only two percent from 1988, reflecting a Travel Price Index which grew at a faster rate than the Consumer Price Index, higher transportation costs, and a weaker (though not unstable) domestic economy.

TRAVEL PRICE TRENDS, 1989-88
(Percent Change From Previous Year)

Measure	1989	1988
All Transportation	7.9%	1.1%
Motor Fuel	9.4	0.9
Airline Fares	6.0	1.1
Other Intercity Transportation	4.4	4.7
Intracity Public Transportation	2.9	2.4
Lodging	4.1	5.7
Food and Beverages Away From Home	4.6	4.2
Entertainment	7.6	5.5
All Travel Prices	5.3	4.0

Source: U.S. Travel Data Center's Travel Price Index

1989 Events

The new year began with the inauguration of George Bush, who was sworn in as the 41st President of the United States on January 20, 1989. President Bush has since become supportive of the tourism industry, acknowledging its economic potential in this country by recognizing such events as National Tourism Awareness Week.

In March, Eastern Airlines filed for Chapter 11 Bankruptcy after the airline's machinists went on strike. Many Eastern pilots crossed the picket lines in sympathetic protest.

March also saw the tanker Exxon Valdez run aground in Prince William Sound, off the coast of Alaska. Eleven million gallons of crude oil spilled into the ocean, sparking protests from consumers and environmental groups, and causing the destruction of wildlife in the ocean and on the shoreline.

In May, 1989, Disney World opened its Disney-MGM Studios Theme Park to sell-out crowds. Features include the Great Movie Ride and the Indiana Jones Stunt Theater. Newsweek named Disney World "the world's leading honeymoon destination". (Newsweek, 4/3/89)

The spring marked a slow uprising in China against the Communist government, culminating in the June demonstrations in Tiananmen Square in Beijing. At least 1000 demonstrators, most of whom were students, were killed by the Chinese army.

In striking contrast to China's bloody insurgency, Poland rejoiced in June as it held its first free elections in 40 years. The labor party Solidarity soundly defeated the Communist party.

Tragedy struck in the United States in July, as United Airlines Flight 232, en route from Denver to Chicago, was forced to make an emergency landing in Sioux City, Iowa. The pilot and crew were credited with saving 185 of the 296 passengers, but questions evolved concerning the tail-mounted engine, which exploded in mid-flight and cut the hydraulic lines, leaving the airplane uncontrollable.

September became the month of Hugo, one of the most devastating hurricanes of the decade. Hugo swept through the Caribbean and the Carolinas, bringing about millions of dollars' worth of damage. In addition, the looting and violence that erupted on some of the Caribbean islands may have damaged their reputation as peaceful resort areas.

In October, another natural disaster in the form of an earthquake hit the San Francisco area, leaving 66 dead, 3208 injured, and over 12,000 residents homeless.

The Linblad Travel, Inc. tour wholesaler closed in October after declaring bankruptcy, citing problems such as the drop in bookings to China after the massacres in Beijing, and a fine imposed by the U.S. Treasury Department on Linblad Travel for arranging an illegal tour to Vietnam and Cambodia.

In November, 1989, East Germans crossed freely to the West for the first time in 28 years, as the Berlin Wall was opened. Thousands of East Germans began the permanent exodus to the West.

Congress spent much of 1989 in serious debate over the issue of whether or not to restore partial regulation of the airline industry due to carrier bankruptcies and concerns about airline safety. Senator Howard Metzenbaum (D-OH) proposed a bill to "re-introduce route and fare regulation through a federal panel". This proposal was still on the floor when Congress adjourned for the holidays in December.

Americans were advised to leave Panama in December prior to United States Marines invading the country, attempting to capture General Manuel Noriega. Noriega sought refuge in the neutral territory of the Roman Embassy. He later turned himself over to the American authorities, who promptly took him to Florida and held him on drug-smuggling charges.

Also in December, Romanian dictator Nicolai Ceaucescu and his wife were captured, rushed through a speedy trial on charges of embezzlement, and executed on national television. Their deaths ended the long reign of the country's most repressive regime, as well as providing a grim footnote to a year of discontent in Communist countries.

HISTORICAL TRAVEL OVERVIEW

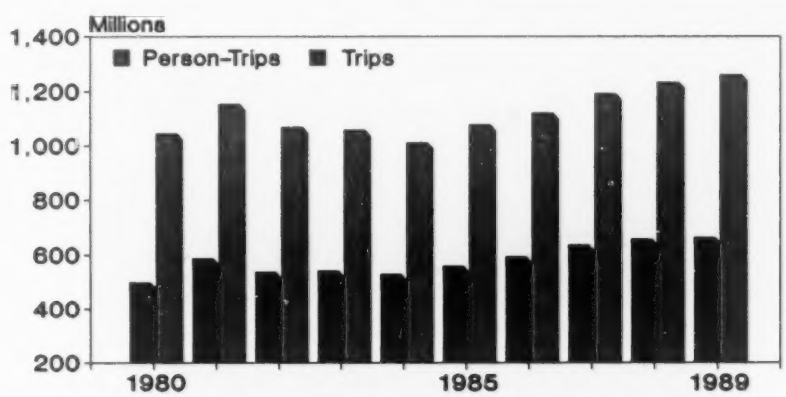
In terms of domestic travel, the 1980s was a prosperous decade. Americans took a total of 1.26 billion person-trips during 1989, 21 percent more than the 1.05 billion in 1980. Business and air travel garnered the most growth over the decade, while weekend travel posted the least amount of growth. Thirty-six percent more vacation trips were taken by Americans than back in 1980. Auto/truck/RV transportation was used by nearly 18 percent more travelers over the decade.

Travel party sizes decreased during part of the decade, beginning with 1982 when an average of 1.99 persons went on a trip. By 1987, average travel party sizes were recorded at 1.87. However, during 1988 and 1989, travel party sizes grew slightly to 1.88 and 1.90 respectively.

Average round-trip distances varied from year to year, depending on travel conditions. In 1986, the average number of round-trip miles per trip was 970. During 1989, the mileage was down to 910 round-trip miles.

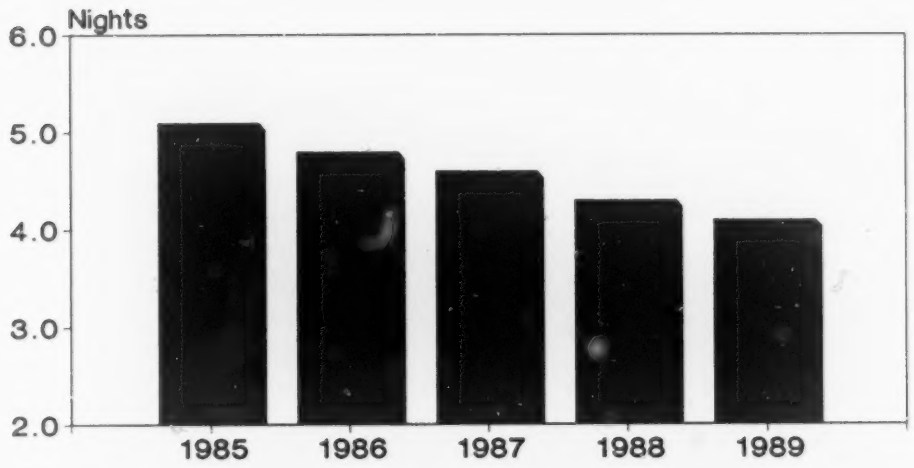
Another trend evident in the past five years was the movement toward shorter durations. During 1985, the average number of nights spent away from home was 5.1 nights. In comparison, only 4.1 nights were spent away from home on the average trip during 1989.

TRAVEL GROWS 21% OVER DECADE



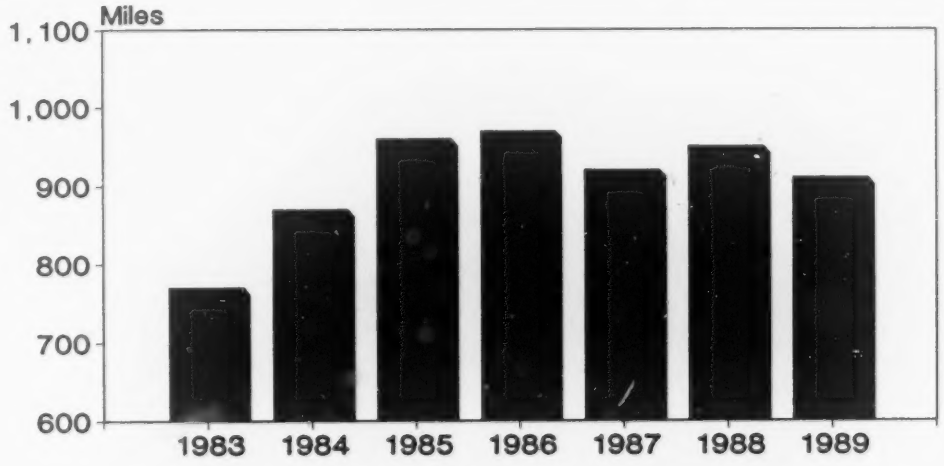
Source: U.S. Travel Data Center's National Travel Survey

AVERAGE DURATION
1985-1989



Source: U.S. Travel Data Center's National Travel Survey

AVERAGE ROUND-TRIP DISTANCE
1983-1989



Source: U.S. Travel Data Center's National Travel Survey

1989 TRAVEL ACTIVITY

Americans took more than 1.26 billion person-trips during 1989, a two percent increase over 1988.

As in previous years, many 1989 travelers used auto/truck/RV transportation (78%), stayed in commercial lodging (43 percent), and ventured over 900 round-trip miles on the average trip. They traveled most often for pleasure purposes such as to visit friends and relatives, outdoor recreation or entertainment (76 percent). In 1989, 18 percent of all travel was classified as business, 70 percent was considered to be a vacation and 46 percent took place over a weekend or long weekend.

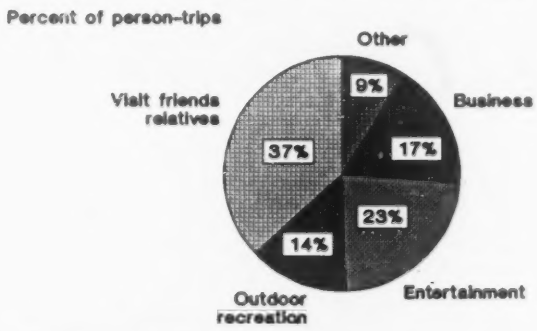
Ten percent of all person-trips were day trips and, on average, the traveler was away 4.1 nights. The South Atlantic (23 percent), Pacific (13 percent), and East North Central (12 percent) census regions were most popular among 1989 travelers.

U.S. RESIDENT TRAVEL VOLUMES, 1980-1989

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Trips (Millions)	500.6	587.2	537.3	540.9	528.2	558.4	592.3	636.3	656.1	664.3
Person-Trips (Millions)	1045.5	1152.0	1069.3	1057.8	1012.0	1077.6	1121.5	1191.1	1232.5	1260.1
Party Size (People)	2.09	1.96	1.99	1.96	1.92	1.93	1.89	1.87	1.88	1.90

Source: U.S. Travel Data Center's National Travel Survey

PURPOSE OF TRIP, 1989



Multiple answers accepted

Source: U.S. Travel Data Center's National Travel Survey

PERSON-TRIP CHARACTERISTICS, 1987, 1988, 1989

	1987	1988	1989
Trip Distance			
200-299 miles	22%	22%	23%
300-399 miles	16	16	16
400-599 miles	16	17	18
600-999 miles	16	13	13
1,000-1,999 miles	14	15	14
2,000 miles or more	11	12	11
Outside U.S.	5	6	6
Average distance (miles) (Domestic travel only)	920	950	910
Mode of Transportation			
Auto/truck/RV	76%	77%	78%
Airplane	20	19	19
Bus	2	1	2
Train	1	1	1
Other	1	2	1
Trip Duration			
No nights	8%	13%	10%
One night	11	13	14
2 or 3 nights	40	37	38
4 to 9 nights	30	27	29
10 nights or more	12	11	8
Average duration (nights)	5.0	4.9	4.6
(including 0)	4.6	4.3	4.1
Type of Lodging*			
Friends, relatives homes	39%	39%	39%
Hotel or motel	44	43	43
Rented cabin or condo	4	3	**
Owned cabin or condo	3	3	4
Camper, trailer of RV	6	5	3
Other	2	2	6
No overnight stay	8	13	10

*Multiple responses allowed.
**Less than 0.5 percent.

PERSON-TRIP CHARACTERISTICS, 1987, 1988, 1989
(continued)

Purpose of Trip			
Visit friends/relatives	37%	35%	38%
Outdoor recreation	18	16	14
Entertainment	21	25	24
Other business	10	12	14
Convention	7	5	4
Other	7	9	9
VACATION TRAVEL	65%	67%	70%
WEEKEND TRAVEL	47%	45%	46%
Census Region of Destination			
New England	3%	4%	4%
Mid-Atlantic	9	10	10
South Atlantic	20	19	23
East South Central	7	6	6
East North Central	12	13	12
West South Central	11	11	10
West North Central	8	8	8
Mountain	10	8	9
Pacific	15	15	13
Outside U.S.	5	6	6
Travel Party Size			
One	28%	27%	27%
Two	29	29	31
Three	15	16	16
Four	12	13	13
Five or more	16	15	12

Base: 1,191.1 million person-trips (1987)
1,232.5 million person-trips (1988)
1,260.1 million person-trips (1989)

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center's National Travel Survey

CENSUS REGIONS*

Summary

The South Atlantic again dominated as the most popular destination region in 1989, receiving a record 281.4 million person-trips. This figure represents a 23 percent increase over last year's level of 229.2 million person-trips.

Only two other regions, East South Central and Mountain, showed gains during the year. The Pacific region showed the largest decline, nine percent, from a year ago.

As for regions of travel origin, all but three census regions, East North Central, West North Central, and Pacific generated more travelers in 1989 than in 1988. The South Atlantic produced the most travelers (208.9 million), followed by East North Central (207.4 million) and the Mid-Atlantic (175.4 million). Of all regions, the East South Central posted the largest percent increase over 1988.

VOLUME OF TRAVEL TO CENSUS REGION OF FINAL DESTINATION

(Millions of Person-Trips)

Census Region of Destination	1985	1986	1987	1988	1989
New England	46.3	40.0	39.3	49.3	45.7
Mid-Atlantic	108.7	95.3	102.8	125.8	120.0
South Atlantic	226.0	246.3	240.7	229.2	281.4
East South Central	60.8	74.5	86.9	75.6	79.2
East North Central	121.3	145.6	145.1	158.4	149.1
West South Central	118.4	110.7	128.0	138.8	130.6
West North Central	68.9	93.2	95.3	95.5	94.8
Mountain	114.9	87.3	112.4	100.5	113.4
Pacific	122.1	155.6	171.2	179.5	162.8

Note: Regions of Destination will not add to total travel, as travel to destinations outside the U.S. is not included.
Source: U.S. Travel Data Center's National Travel Survey

*See Appendix C for definitions of census regions.

VOLUME OF TRAVEL FROM CENSUS REGION OF ORIGIN

(Millions of Person-Trips)

Census Region of Origin	1985	1986	1987	1988	1989
New England	51.6	38.9	51.1	53.5	61.0
Mid-Atlantic	153.0	143.4	158.3	158.3	175.4
South Atlantic	196.2	197.9	204.5	202.4	208.9
East South Central	59.9	73.4	73.4	66.0	88.8
East North Central	169.1	216.3	205.2	212.1	207.4
West South Central	125.9	138.3	144.7	153.3	156.2
West North Central	91.7	97.6	111.6	100.8	99.1
Mountain	75.0	64.9	73.2	92.1	96.0
Pacific	155.2	151.0	170.1	194.3	167.3

PERCENT OF PERSON-TRIPS TO REGION OF FINAL DESTINATION
FROM REGION OF ORIGIN, 1989

REGION OF FINAL DESTINATION

	New Eng	Mid-Atl	Sth Atl	E-S Cnt	E-N Cnt	W-S Cnt	W-N Cnt	Mtn	Pac
(Millions)	45.7	120.0	281.4	79.2	149.1	130.6	94.8	113.4	162.8
Region of Origin									
New Eng.	58%	10%	3%	1%	1%	*%	1%	1%	2%
Mid-Atl.	22	53	18	6	7	3	4	3	4
Sth. Atl.	10	20	47	20	7	3	2	3	2
E-S Central	1	2	12	36	5	5	3	1	2
E-N Central	5	9	11	19	65	6	16	7	5
W-S Central	1	2	4	13	3	74	8	9	3
W-N Central	2	2	2	4	8	5	54	8	3
Mountain	*	1	1	1	2	3	10	44	12
Pacific	1	2	3	*	2	2	2	24	68

*Less than 0.5 percent.
Source: U.S. Travel Data Center's National Travel Survey

Inter-regional Travel

By excluding travel originating and concluding in the same census region, the net flow of travel from one census region to another (inter-regional travel) can be examined. A plus sign in the table on the following page indicates that a region attracted more travel than it generated and a minus sign indicates that a region attracted less travel than it generated.

The South Atlantic region led in attracting travel from outside its own boundaries in 1989, receiving 74 million more person-trips than it generated. The Mountain region was the only other area to attract more visitors than it generated, garnering 18 million more person-trips than it lost. The East North Central and Mid-Atlantic regions showed the largest negative net flow, losing 57.7 and 54.1 million person-trips respectively.

MILLIONS OF PERSON-TRIPS BY INTER-REGIONAL TRAVEL, 1988 AND 1989*

Census Regions	1988 Net Received	1989 Net Received	1988 Net Originated	1989 Net Originated
New England	29.1	19.2	32.6	34.2
Mid-Atlantic	54.1	56.4	85.5	110.5
South Atlantic	110.0	149.1	81.0	75.2
East South Central	52.2	50.7	42.2	59.5
East North Central	58.6	52.2	112.4	109.9
West South Central	37.5	34.0	52.1	59.4
West North Central	48.7	43.6	53.4	47.6
Mountain	58.3	63.5	49.7	45.1
Pacific	55.6	52.1	68.0	58.6

*Excludes person-trips occurring within the same census region of origin and destination.
Source: U.S. Travel Data Center's National Travel Survey

MILLIONS OF PERSON-TRIPS BY NET FLOW
1988 AND 1989*

Census Regions	1988 Net Flow	1989 Net Flow
New England	-3.5	-15.0
Mid-Atlantic	-31.4	-54.1
South Atlantic	+29.1	+73.9
East South Central	+9.9	-8.8
East North Central	-53.8	-57.7
West South Central	-14.6	-25.4
West North Central	-4.7	-4.0
Mountain	+8.6	+18.4
Pacific	-12.4	-6.5

*Excludes person-trips occurring within the same census region of origin and destination.

Note: A plus sign (+) designates a positive net flow and a minus sign (-) designates a negative net flow.

Source: U.S. Travel Data Center's National Travel Survey

MODE OF TRANSPORTATION

Summary

Auto/truck/RV travel rose 3 percent during the year, registering 982.7 million person-trips. Air travel dipped slightly during 1989 as 234.3 million person-trips were recorded.

Average durations among all travelers were equal to (air person-trips) or slightly shorter than (auto person-trips) a year ago. Those people using personal vehicles reported a lower round-trip distance than in 1988 (650 miles vs. 700 miles), while air travelers ventured farther from home (2,110 miles vs. 2,050 miles).

Auto travelers chose both homes of friends and relatives (41 percent) and hotels/motels (40 percent) as their preferred lodging type. Seventy-nine percent of auto trips were for pleasure purposes and 51 percent were taken over a weekend.

Air travelers preferred to stay in paid accommodations on their trips (55 percent) during 1989. Thirty-six percent of these person-trips were taken for business purposes as 46 percent of these travelers went alone.

U.S. RESIDENT TRAVEL VOLUMES, 1980-1989
AUTO TRAVEL

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Trips (Millions)	371.4	460.7	415.7	396.1	380.9	376.1	405.6	433.7	472.6	479.8
Person-Trips (Millions)	836.5	966.2	881.5	839.8	794.0	797.7	832.1	889.4	952.2	982.7
Travel Party Size (People)	2.25	2.10	2.12	2.12	2.08	2.12	2.05	2.05	2.01	2.05

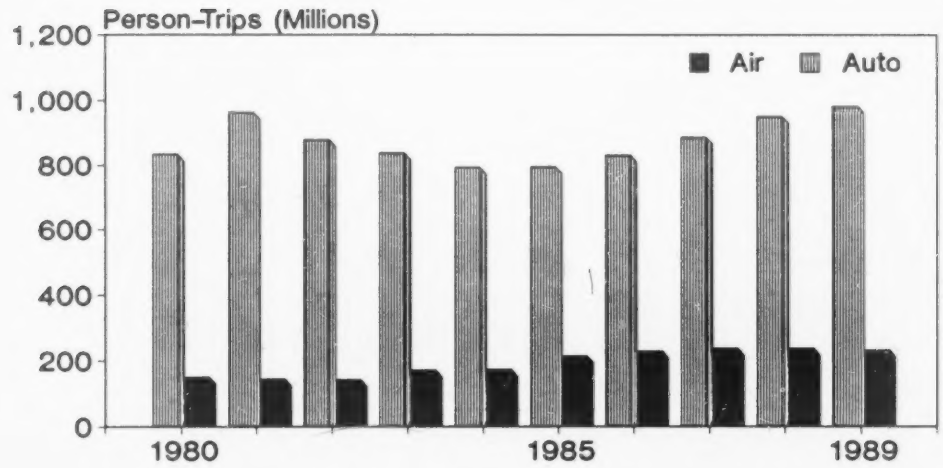
Source: U.S. Travel Data Center's National Travel Survey

U.S. RESIDENT TRAVEL VOLUMES, 1980-1989
AIR TRAVEL

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Trips (Millions)	102.4	101.3	94.6	116.2	118.8	140.5	143.4	160.7	154.6	154.6
Person-Trips (Millions)	152.4	146.5	144.9	174.2	174.5	217.3	231.0	239.9	238.6	234.3
Travel Party Size (People)	1.49	1.45	1.53	1.50	1.47	1.55	1.61	1.49	1.54	1.52

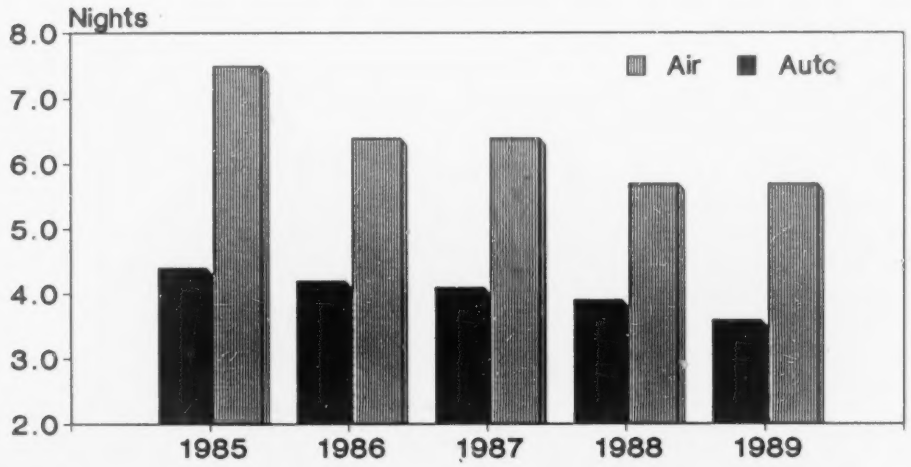
Source: U.S. Travel Data Center's National Travel Survey

AUTO AND AIR TRAVEL
FULL YEAR 1980-1989



Source: U.S. Travel Data Center's National Travel Survey

AUTO AND AIR AVERAGE DURATIONS
1985-1989



Source: U.S. Travel Data Center's National Travel Survey

CHARACTERISTICS OF AUTO AND AIR PERSON-TRIPS, 1987, 1988, 1989

	AUTO			AIR		
	1987	1988	1989	1987	1988	1989
Base (millions)	889.4	952.2	982.7	239.9	238.6	234.3
Trip Distance						
200-299 miles	28%	26%	29%	1%	3%	3%
300-399 miles	19	19	19	2	3	2
400-599 miles	19	19	20	6	7	6
600-999 miles	17	13	14	13	12	11
1,000-1,999 miles	10	12	11	28	26	27
2,000 miles or more	5	6	5	37	36	37
Outside U.S.	3	4	4	14	13	15
Average distance (miles) (Domestic travel only)	640	700	650	2100	2050	2110
Trip Duration						
No nights	9%	13%	10%	8%	14%	9%
One night	11	14	16	7	8	7
2 or 3 nights	43	40	42	28	24	25
4 to 9 nights	28	24	26	36	37	43
10 nights or more	9	9	7	21	18	15
Average duration (nights)	4.5	4.5	4.0	6.9	6.6	6.3
(including 0)	4.1	3.9	3.6	6.4	5.7	5.7
Type of Lodging*						
Friends, relatives homes	41%	41%	41%	34%	32%	33%
Hotel or motel	39	39	40	58	56	55
Rented cabin or condo	4	3	**	3	3	1
Owned cabin or condo	4	3	4	2	2	4
Camper, trailer of RV	8	6	3	1	**	3
Other	1	2	7	3	2	1
No overnight stay	9	13	10	8	14	9

* Multiple responses allowed.
** Less than 0.5 percent.

CHARACTERISTICS OF AUTO AND AIR PERSON-TRIPS, 1987, 1988, 1989 (continued)

	AUTO			AIR		
	1987	1988	1989	1987	1988	1989
Base (millions)	889.4	952.2	982.7	239.9	238.6	234.3
Primary Purpose of Trip						
Visit friends/relatives	39%	37%	41%	28%	27%	30%
Outdoor recreation	20	17	16	14	12	8
Entertainment	20	25	22	26	24	27
Other business	8	9	11	21	24	28
Convention	5	4	3	13	12	8
Other	8	10	10	**	7	6
VACATION TRAVEL	68%	70%	72%	56%	55%	61%
WEEKEND TRAVEL	52%	50%	51%	27%	28%	29%
Census Region of Destination						
New England	3%	4%	4%	3%	4%	3%
Mid-Atlantic	9	11	10	7	8	8
South Atlantic	21	19	23	19	19	20
East South Central	8	7	7	4	3	4
East North Central	13	14	13	8	9	8
West South Central	12	12	11	7	9	8
West North Central	9	9	9	4	4	4
Mountain	8	8	8	15	11	13
Pacific	13	13	12	20	21	18
Outside U.S.	3	4	4	14	13	15
Travel Party Size						
One	21%	22%	22%	45%	45%	46%
Two	29	30	32	30	26	28
Three	16	17	18	12	14	12
Four	14	15	15	5	6	7
Five or more	20	16	14	8	10	7

**Less than 0.5 percent.
Source: U.S. Travel Data Center's National Travel Survey

BUSINESS TRAVEL

Summary

Business travel experienced a 9 percent growth during 1989, as 169.7 million trips were taken. Americans traveling for business purposes averaged slightly shorter round-trip distances in 1989 than in 1988 (1090 miles vs. 1100 miles). Average durations for business trips remained about the same as a year ago (3.2 nights).

Including travel described as business or attending a convention, seminar or meeting, the business segment is discussed in terms of trips rather than person-trips, because business travel does not typically involve other members of the household traveling for the same business purpose.

Automobiles were used as the primary mode of transportation for 57 percent of 1989 business trips, up from 54 percent last year. Thirty-nine percent of these travelers reported using air transportation, down from 44 percent a year ago. Hotels/motels remained the most popular lodging type among business travelers (65 percent). Sixteen percent of these trips involved no overnight stay.

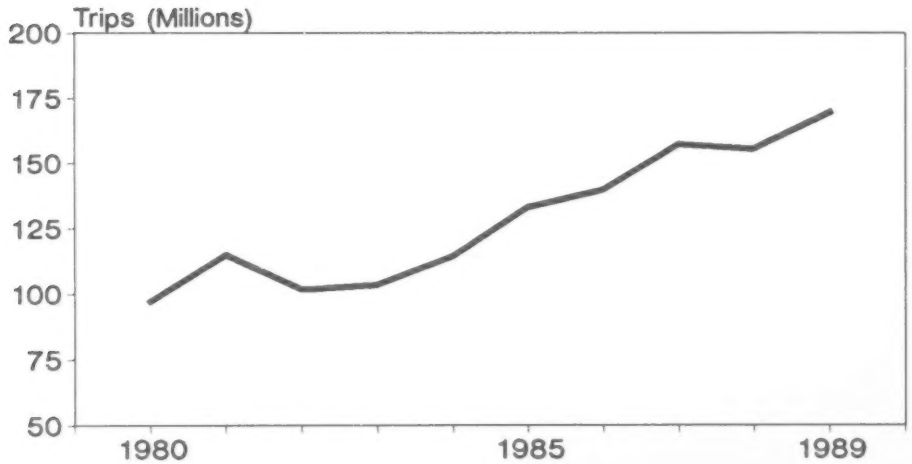
Seventeen percent of 1989 business trips were combined with vacation travel, compared to only 8 percent a year ago. Twenty-six percent of these trips were taken over a weekend. The South Atlantic and Pacific census regions were popular destinations for business travelers during 1989 (21 percent and 15 percent respectively).

U.S. RESIDENT TRAVEL VOLUMES, 1980-1989
BUSINESS TRAVEL

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Trips (Millions)	97.1	115.2	101.9	103.6	114.5	133.3	140.0	157.5	155.6	169.7
Person-Trips (Millions)	149.5	157.3	152.4	146.4	156.1	185.2	189.0	206.2	211.7	232.0
Travel Party Size (People)	1.54	1.37	1.50	1.41	1.36	1.39	1.35	1.31	1.36	1.37

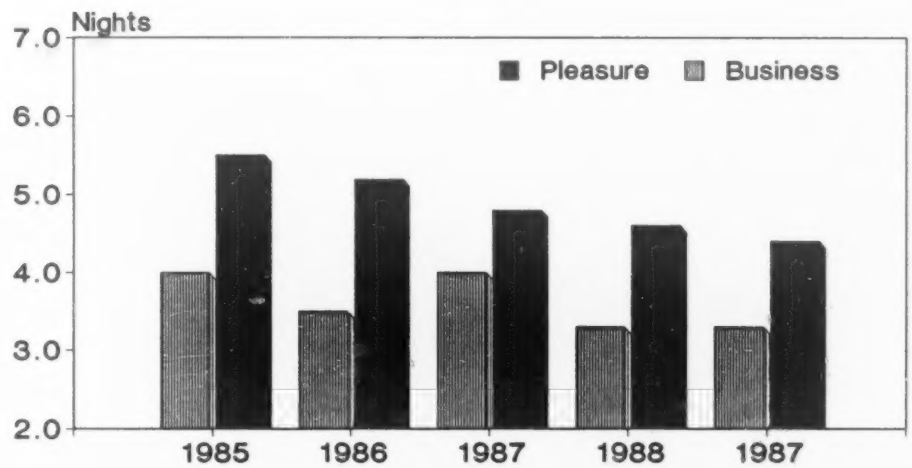
Source: U.S. Travel Data Center's National Travel Survey

VOLUME OF BUSINESS TRAVEL DURING THE '80s



Source: U.S. Travel Data Center's National Travel Survey

BUSINESS VS. PLEASURE AVERAGE DURATIONS, 1985-1989



Source: U.S. Travel Data Center's National Travel Survey

CHARACTERISTICS OF BUSINESS TRIPS, 1987, 1988, 1989

	1987	1988	1989
Base (millions)	157.5	155.6	169.7
Trip Distance			
200-299 miles	15%	20%	18%
300-399 miles	12	14	15
400-599 miles	16	15	14
600-999 miles	18	15	16
1,000-1,999 miles	17	17	17
2,000 miles or more	18	16	16
Outside U.S.	4	5	5
Average distance (miles) (Domestic travel only)	1190	1100	1090
Mode of Transportation			
Auto/truck/RV	50%	54%	57%
Airplane	43	44	39
Bus	2	1	1
Train	1	1	**
Other	4	2	2
Trip Duration			
No nights	15%	12%	16%
One night	15	19	17
2 or 3 nights	35	33	38
4 to 9 nights	27	23	24
10 nights or more	8	6	5
Average duration (nights)	4.3	3.8	3.8
(including 0)	3.8	3.1	3.2
Type of Lodging*			
Friends, relatives homes	13%	13%	15%
Hotel or motel	71	67	65
Rented cabin or condo	1	1	**
Owned cabin or condo	1	1	2
Camper, trailer of RV	2	2	1
Other	4	3	2
No overnight stay	15	12	16

*Multiple responses allowed.
**Less than 0.5 percent.

CHARACTERISTICS OF BUSINESS TRIPS, 1987, 1988, 1989
(continued)

	1987	1988	1989
Base (millions)	157.5	155.6	169.7
Primary Purpose of Trip			
Visit friends/relatives	5%	4%	5%
Outdoor recreation	3	2	3
Entertainment	9	4	6
Other business	64	71	80
Convention	36	29	20
Other	**	**	**
VACATION TRAVEL	11%	8%	17%
WEEKEND TRAVEL	26%	23%	26%
Census Region of Destination			
New England	3%	4%	4%
Mid-Atlantic	9	12	8
South Atlantic	21	18	21
East South Central	5	6	5
East North Central	14	13	14
West South Central	9	11	12
West North Central	7	8	9
Mountain	11	8	7
Pacific	17	16	15
Outside U.S.	4	5	5
Travel Party Size			
One	78%	78%	76%
Two	17	16	17
Three	3	4	4
Four	1	1	2
Five or more	1	1	**

**Less than 0.5 percent.
Source: U.S. Travel Data Center's National Travel Survey

PLEASURE TRAVEL

Summary

A record 945.8 million pleasure person-trips were taken during 1989, up 2 percent from 1988. Including travel for entertainment, outdoor recreation and visits to friends and relatives, pleasure travel accounted for 76 percent of all travel during the year.

Continuing the trend toward shorter stays, the average duration of pleasure person-trips declined from 4.6 nights in 1988 to 4.4 nights in 1989. The average round-trip distance for pleasure travel dropped in 1989 after showing an increase in 1988 (900 miles vs. 940 miles).

As is the norm for pleasure travel, the majority of Americans used auto/truck/RV transportation (81 percent), while 16 percent flew to their destinations. Pleasure travelers favored homes of friends and relatives as opposed to paid accommodations (44 percent vs. 38 percent). Nine percent of these person-trips involved no overnight stay.

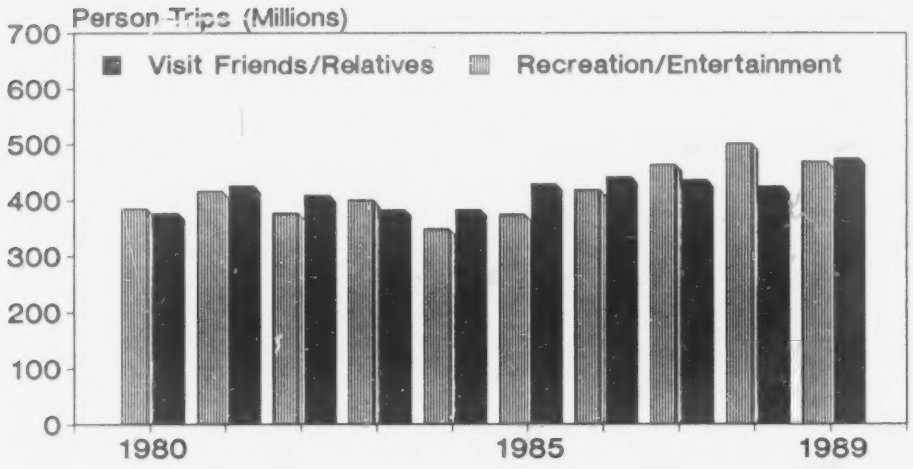
Fifty-one percent of pleasure person-trips were taken to visit friends and relatives; thirty-two percent were for sightseeing/entertainment; only 19 percent involved outdoor recreation. As in 1988, 83 percent of these trips were considered to be a vacation. One-half of all pleasure person-trips were taken over a weekend or long weekend. Popular destinations for pleasure travelers included the South Atlantic and Pacific regions (24 percent and 13 percent respectively). New England was the least visited region for pleasure purposes during 1989 (4 percent).

U.S. RESIDENT TRAVEL VOLUMES, 1980-1989
PLEASURE TRAVEL

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Trips (Millions)	342.8	393.8	371.7	371.5	351.0	384.4	415.2	444.9	455.3	457.3
Person-Trips (Millions)	764.2	843.4	787.5	786.0	734.3	806.8	861.4	901.7	927.9	945.8
Travel Party Size (People)	2.23	2.14	2.12	2.12	2.09	2.10	2.07	2.03	2.04	2.07

Source: U.S. Travel Data Center's National Travel Survey

VISIT FRIENDS/RELATIVES VS. RECREATION/ENTERTAINMENT 1980-1989



Source: U.S. Travel Data Center's National Travel Survey

AVERAGE DURATIONS OF PLEASURE TRAVELERS, 1985-1989

Source: U.S. Travel Data Center's National Travel Survey

CHARACTERISTICS OF PLEASURE PERSON-TRIPS, 1987, 1988, 1989

	1987	1988	1989
Base (millions)	901.7	927.9	945.8
Trip Distance			
200-299 miles	24%	22%	23%
300-399 miles	16	16	16
400-599 miles	16	16	18
600-999 miles	15	12	13
1,000-1,999 miles	13	15	14
2,000 miles or more	11	12	11
Outside U.S.	6	7	7
Average distance (miles) (Domestic travel only)	890	940	900
Mode of Transportation			
Auto/truck/RV	79%	80%	81%
Airplane	18	16	16
Bus	2	2	2
Train	**	1	1
Other	1	1	1
Trip Duration			
No nights	7%	11%	9%
One night	9	11	13
2 or 3 nights	40	38	39
4 to 9 nights	31	28	31
10 nights or more	12	12	9
Average duration (nights)	5.1	5.1	4.8
(including 0)	4.8	4.6	4.4
Type of Lodging*			
Friends, relatives homes	44%	44%	44%
Hotel or motel	39	39	38
Rented cabin or condo	4	4	**
Owned cabin or condo	4	3	5
Camper, trailer of RV	7	6	4
Other	2	2	7
No overnight stay	7	11	9

*Multiple responses allowed.
**Less than 0.5 percent.

CHARACTERISTICS OF PLEASURE PERSON-TRIPS, 1987, 1988, 1989

	1987	1988	1989
Base (millions)	901.7	927.9	945.8
Primary Purpose of Trip			
Visit friends/relatives	49%	46%	51%
Outdoor recreation	24	21	19
Entertainment	29	34	32
Other business	1	**	3
Convention	2	2	1
Other	**	**	**
VACATION TRAVEL	79%	83%	83%
WEEKEND TRAVEL	50%	49%	50%
Census Region of Destination			
New England	3%	4%	4%
Mid-Atlantic	8	11	10
South Atlantic	20	19	24
East South Central	8	6	7
East North Central	12	12	11
West South Central	11	11	9
West North Central	8	8	7
Mountain	9	8	9
Pacific	15	15	13
Outside U.S.	6	7	7
Travel Party Size			
One	22%	21%	22%
Two	29	30	32
Three	16	18	17
Four	13	15	15
Five or more	20	17	14

**Less than 0.5 percent.
Source: U.S. Travel Data Center's National Travel Survey

VACATION TRAVEL

Summary

Another banner year for vacation travel, 1989 broke all previous records by nearly 6 percent as it registered the highest volume of vacation person-trips ever recorded in the National Travel Survey. After suffering declines in 1982 and 1983, vacation travel has steadily increased each year since then.

Vacation travel durations continued to decline as the average length of stay in 1989 was 4.7 nights, down from 4.9 nights in 1988. The average round-trip distance declined again after rising in 1988 (940 miles vs. 960 miles).

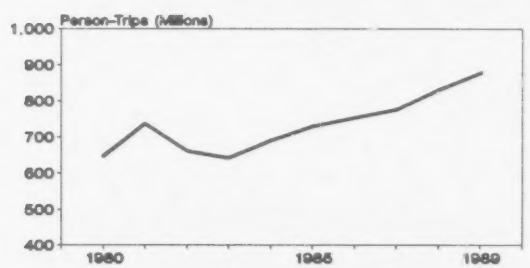
Vacationers in 1989 typically traveled by automobile (80 percent) and were equally divided between staying with friends and relatives (42 percent) or in a hotel (41 percent). Many vacationers visited friends and relatives on their trips (43 percent). Five percent combined their vacation trip with some business or convention attendance. Forty-nine percent of these vacation person-trips were taken over a weekend or long weekend.

U.S. RESIDENT TRAVEL VOLUMES, 1980-1989
VACATION TRAVEL

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Trips (Millions)	289.7	344.4	314.6	307.8	333.3	339.8	354.3	366.2	396.2	416.7
Person-Trips (Millions)	646.9	737.5	660.2	642.3	689.8	728.7	752.4	775.2	830.9	878.3
Travel Party Size (People)	2.23	2.14	2.10	2.09	2.07	2.14	2.12	2.12	2.10	2.11

Source: U.S. Travel Data Center's National Travel Survey

VOLUME OF VACATION TRAVEL
1980-1989



Source: U.S. Travel Data Center's National Travel Survey

CHARACTERISTICS OF VACATION PERSON-TRIPS, 1987, 1988, 1989

	1987	1988	1989
Base (millions)	775.2	830.9	878.3
Trip Distance			
200-299 miles	22%	20%	22%
300-399 miles	15	15	14
400-599 miles	15	18	18
600-999 miles	16	12	14
1,000-1,999 miles	15	15	14
2,000 miles or more	11	12	11
Outside U.S.	7	8	7
Average distance (miles) (Domestic travel only)	920	960	940
Mode of Transportation			
Auto/truck/RV	79%	80%	80%
Airplane	17	16	16
Bus	2	2	2
Train	1	1	1
Other	1	1	1
Trip Duration			
No nights	6%	9%	8%
One night	7	10	11
2 or 3 nights	37	38	37
4 to 9 nights	35	30	34
10 nights or more	14	13	10
Average duration (nights)	5.5	5.4	5.1
(including 0)	5.2	4.9	4.7
Type of Lodging*			
Friends, relatives homes	43%	44%	42%
Hotel or motel	41	42	41
Rented cabin or condo	4	4	**
Owned cabin or condo	4	3	5
Camper, trailer of RV	8	6	4
Other	1	1	7
No overnight stay	6	9	8

*Multiple responses allowed.
**Less than 0.5 percent.

CHARACTERISTICS OF VACATION PERSON-TRIPS, 1987, 1988, 1989
(continued)

	1987	1988	1989
Base (millions)	775.2	830.9	878.3
Primary Purpose of Trip			
Visit friends/relatives	44%	40%	43%
Outdoor recreation	22	21	18
Entertainment	26	32	29
Other business	2	1	4
Convention	2	2	1
Other	4	6	6
WEEKEND TRAVEL	49%	50%	49%
Census Region of Destination			
New England	4%	5%	4%
Mid-Atlantic	8	10	10
South Atlantic	21	20	24
East South Central	8	6	6
East North Central	11	13	11
West South Central	10	10	9
West North Central	8	8	7
Mountain	9	8	10
Pacific	15	14	12
Outside U.S.	7	8	7
Travel Party Size			
One	19%	19%	20%
Two	29	30	32
Three	17	17	17
Four	14	16	15
Five or more	21	17	14

Source: U.S. Travel Data Center's National Travel Survey

WEEKEND TRAVEL

Summary

More than 582 million weekend person-trips were taken during 1989, nearly a four percent increase over 1988. The average round-trip distance of weekend travel fell from 760 miles in 1988 to 710 miles in 1989. The average length of stay remained the same as last year - 2.7 nights per weekend trip. The typical weekend traveler used personal vehicles as their primary mode of transportation (86 percent) and stayed in the homes of friends and relatives (47 percent). Seventy-four percent of weekenders considered their trip to be a vacation.

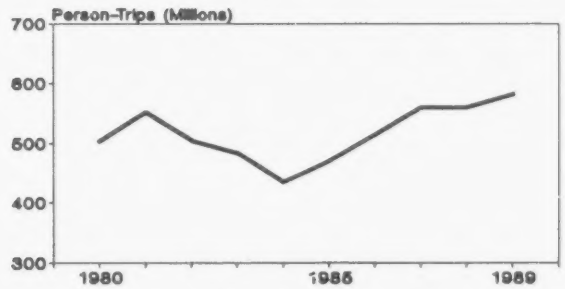
Many weekend travelers went to visit friends and relatives (43 percent). Twenty-four percent cited entertainment as their primary purpose and 15 percent participated in outdoor recreation. The South Atlantic was the most popular weekend travel destination as 23 percent visited the region, followed by the Pacific and East North Central regions (13 percent each).

U.S. RESIDENT TRAVEL VOLUMES, 1980-1989
WEEKEND TRAVEL

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Trips (Millions)	225.0	262.6	238.4	225.5	211.4	224.0	252.0	274.4	271.7	282.4
Person-Trips (Millions)	502.8	552.0	505.3	485.0	434.9	470.1	513.5	559.4	560.0	582.1
Travel Party Size (People)	2.23	2.10	2.12	2.15	2.06	2.10	2.04	2.04	2.06	2.06

Source: U.S. Travel Data Center's National Travel Survey

VOLUME OF WEEKEND TRAVEL
1980-1989



Source: U.S. Travel Data Center's National Travel Survey

CHARACTERISTICS OF WEEKEND PERSON-TRIPS, 1987, 1988, 1989

	1987	1988	1989
Base (millions)	559.4	560.0	582.1
Trip Distance			
200-299 miles	27%	25%	26%
300-399 miles	20	19	18
400-599 miles	19	20	21
600-999 miles	17	13	14
1,000-1,999 miles	8	12	10
2,000 miles or more	7	7	7
Outside U.S.	2	4	4
Average distance (miles) (Domestic travel only)	690	760	710
Mode of Transportation			
Auto/truck/RV	84%	85%	86%
Airplane	12	12	12
Bus	2	1	1
Train	1	1	**
Other	1	1	1
Trip Duration			
One night	14	15	14
2 or 3 nights	64	62	60
4 to 9 nights	22	24	26
Average duration (nights)	2.6	2.7	2.7
(including 0)	2.6	2.7	2.7
Type of Lodging*			
Friends, relatives homes	48%	47%	47%
Hotel or motel	40	43	43
Rented cabin or condo	3	3	**
Owned cabin or condo	3	3	4
Camper, trailer of RV	6	6	4
Other	2	1	6

*Multiple responses allowed.
**Less than 0.5 percent.

CHARACTERISTICS OF WEEKEND PERSON-TRIPS, 1987, 1988, 1989
(continued)

	1987	1988	1989
Base (millions)	559.4	560.0	582.1
Primary Purpose of Trip			
Visit friends/relatives	41%	40%	43%
Outdoor recreation	19	17	15
Entertainment	21	24	24
Other business	5	6	9
Convention	6	4	3
Other	8	10	9
VACATION TRAVEL	68%	73%	74%
Census Region of Destination			
New England	4%	4%	4%
Mid-Atlantic	9	12	11
South Atlantic	19	18	23
East South Central	8	7	6
East North Central	14	13	13
West South Central	12	13	11
West North Central	8	8	8
Mountain	9	8	9
Pacific	16	13	13
Outside U.S.	2	4	4
Travel Party Size			
One	20%	21%	22%
Two	32	30	32
Three	17	18	17
Four	15	15	15
Five or more	16	17	15

Source: U.S. Travel Data Center's National Travel Survey

USE OF HOTELS

Summary

Use of commercial lodging grew 6 percent during the year as 310 million trips involved a hotel/motel stay. Forty-five percent of all U.S. resident trips taken in 1989 included use of such accommodations. The average round-trip distance for hotel patrons remained stable. The average number of nights spent in a hotel/motel fell for the fifth consecutive year, continuing the trend toward shorter durations.

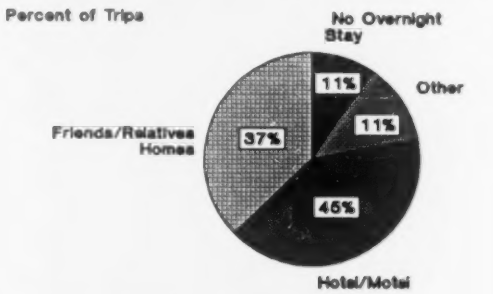
As in previous years, hotel patrons most often traveled by auto (66 percent), considered their trip to be a vacation (56 percent), and traveled for pleasure purposes such as visiting friends/relatives, outdoor recreation, and entertainment (59 percent). The South Atlantic was the most popular destination region for hotel patrons during 1989 (22 percent), followed by the Pacific region (13 percent). New England and the East South Central attracted the least number of travelers using paid accommodations.

U.S. RESIDENT TRAVEL VOLUMES, 1982-1989
HOTEL/MOTEL TRAVEL

	1982	1983	1984	1985	1986	1987	1988	1989
Trips (Millions)	210.3	220.0	229.6	239.3	264.3	300.8	291.4	309.8

Source: U.S. Travel Data Center's National Travel Survey

TYPE OF LODGING, 1989



Multiple answers accepted

Source: U.S. Travel Data Center's National Travel Survey

CHARACTERISTICS OF HOTEL/MOTEL TRIPS, 1987, 1988, 1989

	1987	1988	1989
Base (millions)	300.8	291.4	309.8
Trip Distance			
200-299 miles	14%	18%	18%
300-399 miles	14	13	14
400-599 miles	17	17	16
600-999 miles	17	14	15
1,000-1,999 miles	18	17	16
2,000 miles or more	14	15	15
Outside U.S.	7	7	7
Average distance (miles) (Domestic travel only)	1080	1090	1100
Mode of Transportation			
Auto/truck/RV	61%	65%	66%
Airplane	33	30	29
Bus	3	3	3
Train	**	1	1
Other	2	2	1
Trip Duration			
One night	13	18	17
2 or 3 nights	40	39	41
4 to 9 nights	34	30	33
10 nights or more	12	11	8
Average duration (nights)	4.8	4.6	4.4
Average duration in a hotel/motel (nights)	3.7	3.5	3.4
Type of Lodging*			
Friends, relatives homes	8%	7%	8%
Hotel or motel	100	100	100
Rented cabin or condo	1	1	**
Owned cabin or condo	**	**	1
Camper, trailer of RV	*	1	1
Other	2	1	1

*Multiple responses allowed.
**Less than 0.5 percent.

CHARACTERISTICS OF HOTEL/MOTEL TRIPS, 1987, 1988, 1989 (continued)

	1987	1988	1989
Base (millions)	300.8	291.4	309.8
Primary Purpose of Trip			
Visit friends/relatives	18%	16%	17%
Outdoor recreation	13	13	9
Entertainment	31	32	33
Other business	23	24	29
Convention	14	12	8
Other	1	7	9
VACATION TRAVEL	52%	56%	56%
WEEKEND TRAVEL	40%	41%	41%
Census Region of Destination			
New England	3%	4%	4%
Mid-Atlantic	8	11	9
South Atlantic	22	20	22
East South Central	7	7	5
East North Central	13	11	12
West South Central	9	10	11
West North Central	6	7	7
Mountain	12	10	10
Pacific	14	14	13
Outside U.S.	7	7	7
Travel Party Size			
One	56%	53%	53%
Two	27	28	29
Three	8	10	10
Four	5	5	5
Five or more	4	4	3

Source: U.S. Travel Data Center's National Travel Survey

TRAVEL BY AGE GROUP

Summary

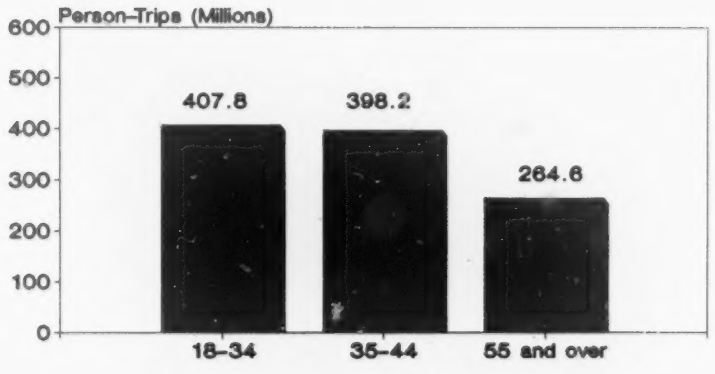
During the 1989 travel period, the senior travel market (Americans 55 years of age and older) took 17 percent more trips than they did in 1988. Nearly 265 million person-trips were taken by older travelers compared to 226 million a year ago. Adults between the ages of 35-54 took six percent fewer trips in 1989. A total of 398 million person-trips were taken by this age group, down from 421 million in 1988. Those travelers aged 18-34 took 408 million person-trips, about the same as last year.

The senior travel market ventured farther from home during 1989 (990 round-trip miles) and spent, on average, more nights away from home (4.9 nights). Thirteen percent of those 55 and over stayed 10 nights or more on their trips. A large percentage of seniors considered their trip to be a vacation (71 percent). These older travelers were least likely to travel over a weekend or long weekend or to travel for business purposes.

Travelers aged 35-54 were most likely to stay in commercial lodging during 1989 (48 percent) and least likely to stay with friends and relatives (35 percent). Sixty-seven percent of this age group considered their trip to be a vacation and 47 percent traveled over a weekend or long weekend. One in five of these person-trips involved air transportation.

Younger travelers, aged 18-34, used personal vehicles on their trips (80 percent). They were most likely of the three age groups to stay in the homes of friends and relatives (42 percent). Seventy-two percent considered their trip to be a vacation and 52 percent traveled over a weekend, the highest among all age groups. This age group was the most likely of the three to travel alone on their trips (31 percent).

VOLUME OF TRAVEL BY AGE GROUP 1989



Source: U.S. Travel Data Center's National Travel Survey

PERSON-TRIP CHARACTERISTICS BY AGE GROUP, 1989

	Total	18-34	35-54	55+
Base (millions)	1260.1	407.8	398.2	264.6
Trip Distance				
200-299 miles	23%	23%	24%	22%
300-399 miles	16	15	16	15
400-599 miles	18	19	18	16
600-999 miles	13	14	13	14
1,000-1,999 miles	14	15	13	13
2,000 miles or more	11	9	11	14
Outside U.S.	6	6	6	7
Average distance (miles) (Domestic travel only)	910	870	900	990
Mode of Transportation				
Auto/truck/RV	78%	80%	76%	78%
Airplane	19	16	21	18
Bus	2	1	1	3
Train	1	1	**	1
Other	1	1	1	1
Trip Duration				
No nights	10%	8%	9%	16%
One night	14	14	14	14
2 or 3 nights	38	41	41	27
4 to 9 nights	29	30	28	30
10 nights or more	8	6	8	13
Average duration (nights)	4.6	4.2	4.2	5.8
(including 0)	4.1	3.9	3.9	4.9
Type of Lodging*				
Friends, relatives homes	39%	42%	35%	37%
Hotel or motel	43	41	48	39
Rented cabin or condo	**	**	**	**
Owned cabin or condo	4	5	4	3
Camper, trailer of RV	3	2	4	3
Other	6	6	5	7
No overnight stay	10	8	9	16

*Multiple responses allowed.
** Less than 0.5 percent.

PERSON-TRIP CHARACTERISTICS BY AGE GROUP, 1989
(continued)

	Total	18-34	35-54	55+
Base (millions)	1260.1	407.8	398.2	264.6
Purpose of Trip				
Visit friends/relatives	38%	39%	33%	44%
Outdoor recreation	14	17	14	9
Entertainment	24	23	26	22
Other business	14	13	17	12
Convention	4	4	4	3
Other	9	7	9	12
VACATION TRAVEL	70%	72%	67%	71%
WEEKEND TRAVEL	46%	52%	47%	35%
Census Region of Destination				
New England	4%	3%	4%	4%
Mid-Atlantic	10	10	9	10
South Atlantic	23	23	23	22
East South Central	6	7	6	6
East North Central	12	13	11	12
West South Central	10	11	10	11
West North Central	8	7	7	8
Mountain	9	8	10	10
Pacific	13	14	13	12
Outside U.S.	6	6	6	7
Travel Party Size				
One	27%	31%	23%	27%
Two	31	22	27	56
Three	16	16	19	12
Four	13	16	17	2
Five or more	12	15	14	1

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center's National Travel Survey

DEMOGRAPHIC CHARACTERISTICS

Summary

On the whole, demographic characteristics were similar to those of a year ago. Fifty-four percent of 1989 travelers were male, 46 percent were female. As in 1988, 59 percent of all travelers were married and the average age was 41.

Over half of the travelers held professional/managerial or other white collar jobs. Fourteen percent were retired. Twenty-five percent had a household income of $50,000 or more. Seven out of ten 1989 travelers owned their own homes.

DEMOGRAPHIC CHARACTERISTICS, 1988, 1989

	1988	1989
Base (Millions)	656.1	664.3
Individual Characteristics		
Male	57%	54%
Female	43	46
Married	59%	59%
Not married	41	41
18-24 years	15%	14%
25-34 years	25	26
35-44 years	23	21
45-54 years	15	15
55-64 years	10	12
65-74 years	8	9
75 and over	3	3
Average age	41	41
College complete	33%	32%
Graduate work	11	10
Professional/managerial	18%	16%
Other white collar	34	36
Blue collar	18	16
Retired	13	14

DEMOGRAPHIC CHARACTERISTICS, 1988, 1989
(Continued)

	1988	1989
Base (Millions)	656.1	664.3
Household Characteristics		
Less than $20,000	22%	24%
$20,000-$29,000	21	19
$30,000-$39,000	20	18
$40,000-$49,000	13	15
$50,000-$74,999	14	15
$75,000 or more	9	10
One person	20%	19%
Two people	32	33
Three or more people	48	48
One wage earner	41%	39%
Two wage earners	38	39
Own home	71%	71%
Rent home	29	29

Source: U.S. Travel Data Center's National Travel Survey

APPENDICES

GLOSSARY OF TERMS

Air Trip. Any trip in which the one type of transportation used to cover most of the miles on that trip is given as "airplane."

Auto Trip. Any trip in which the one type of transportation used to cover most of the miles on that trip is given as "auto or truck without camping equipment, auto or truck with camper trailer or camping equipment, or self-contained recreational vehicle (live-in camper or RV)."

Business Trip. Any trip where the purpose of the trip is given as "business, convention, seminar or meeting."

Census Region of Origin/Destination. Regional breakdowns of the U.S. are as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, South Atlantic, East South Central, East North Central, West South Central, West North Central, Mountain, and Pacific.

Destination. The farthest destination reached by the respondent on one trip.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined annual income of the respondent's family.

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Lodging. Information is gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enroute, for example, nights spent in a common carrier, and (7) other.

Mode of Transportation. Each trip is classified according to the respondent's answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) auto or truck without camping equipment, (2) auto or truck with camper trailer or camping equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Nights Away from Home. The number of nights spent away from home on one trip, including nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Outside the U.S. The geographic area comprising all foreign destinations.

Package Tour. A pre-paid travel package which includes at least a place to stay and transportation by air or bus.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. Any trip where the purpose of the trip is given as "visits to friends and relatives, outdoor recreation (hunting, fishing, boating, camping) or entertainment (sightseeing, theater, sports)."

Primary Purpose of Trip. The primary purpose is the main activity on this trip and is classified as follows: (1) visit friends and relatives, (2) convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip is ascribed to each person on the trip. If a trip is taken by the respondent and two other people traveling with him/her to visit friends and relatives, three person-trips are counted for this purpose.

Round-Trip Miles. These are the twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight-Line Miles."

Straight-Line Miles. This is a "great circle" distance approximation using mathematically derived coordinates. Straight-line miles are calculated by computer program and adjusted to trip distance.

Travel Party Size. Americans traveling together are categorized by size according to the number of household members on a trip.

Travel Party Structure. The age and number of household members on a trip determine the party structure of a trip.

Trip. A trip is counted each time one person goes to a place at least 100 miles away from home and returns. The following types of trips are specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondent error in recall.

Vacation Trip. Vacation is considered to be an occasion when trips are taken, but is not listed as a purpose or reason for travel. The respondent is asked for each trip reported, "Was this a vacation trip?"

Weekend Trip. Each trip was classified as to whether it is weekend trip by asking the respondents, "Was this a weekend or long weekend trip" for each trip reported.

NATIONAL TRAVEL SURVEY QUESTIONNAIRE

TIME INTERVIEW BEGUN_____

LOCATION NUMBER_____PHONE #_____

Hello, my name is _____ and I am calling for the US Travel Data Center. We are conducting a study to learn how often people in the United States take trips.

I'd like to begin by asking how many adults, age 18 and over, live in this household? _____ADULTS

FOR EACH ADULT, ASK:

What is the sex of the oldest adult?	1 MALE	2 FEMALE
What is the sex of the next oldest adult?	1 MALE	2 FEMALE
CONTINUE FOR EACH ADULT IN HOUSEHOLD.	1 MALE	2 FEMALE
	1 MALE	2 FEMALE

IF MORE THAN FOUR ADULTS OVER AGE 18 LIVE IN HOUSEHOLD, DISCONTINUE INTERVIEW. DO NOT COUNT TOWARD QUOTA.

2. How many children under age 18 live in this household? _____

3. Did you take any trips away from home of 75 miles or more, **one way**, since January 1, 19__? Do not include trips taken in regular commuting to and from work or school, or trips taken as flight attendant or vehicle operator. 1 YES 2 NO - (IF NO, GO TO Z1)

4. Did you take any trips away from home 75 miles or more, **one way**, between the 1st and the ____ of (Current Survey Month)? Include trips that may have started in previous month but ended after the 1st of (Current Survey Month). 1 YES 2 NO- (IF NO, GO TO Z1)

IF "YES", ASK:

5. How many trips of 75 miles or more, **one way**, have you taken away from home during (Current Survey Month)?

_____

FILL OUT Q.6-21 FOR EVERY TRIP TAKEN (Q.4) ABOVE.

TRIP #_____ ( ) IDENTICAL TO TRIP # 1

6. Thinking of your **first trip** in (Current Survey Month), how many other members of your household, if any, went on this trip?

_____ HOUSEHOLD MEMBERS
IF NONE, GO TO Q.8 BELOW

IF ANY OTHER HOUSEHOLD MEMBERS WENT ALONG, ASK:

7. Please give me the age and sex of each household member who went with you on that trip:

PERSON #1	_____ YEARS	1	MALE	2	FEMALE
PERSON #2	_____ YEARS	1	MALE	2	FEMALE
PERSON #3	_____ YEARS	1	MALE	2	FEMALE
PERSON #4	_____ YEARS	1	MALE	2	FEMALE
PERSON #5	_____ YEARS	1	MALE	2	FEMALE

8. Thinking of the entire trip, what was the total number of **nights** that you spent away from home?

_____ NIGHTS
IF NONE, GO TO Q.12 BELOW

IF ANY NIGHTS SPENT AWAY FROM HOME, ASK:

9. Please tell me the names of each state or country in which you stayed **overnight** on that trip. LIST IN LEFT COLUMN BELOW.

Q9. NAME OF STATE/COUNTRY	Q.10 # OF NIGHTS	Q.11 LODGING
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

10. How many nights did you spend in (EACH STATE/COUNTRY. ASK FOR EACH. TOTAL SHOULD EQUAL NUMBER OF NIGHTS AWAY IN Q.8)

11. In what types of lodging did you stay when were in **each state/country**? ENTER LODGING CODE FROM LIST BELOW.

LODGING CODES:

1 FRIEND'S, RELATIVE'S HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 ENROUTE--DID NOT STAY ANYPLACE OVERNIGHT
7 OTHER (SPECIFY) _____

12. Thinking of this first trip, what is the name of the destination or the **farthest place** you reached on that trip?

PLACE, CITY, TOWN NAME _____

STATE, COUNTRY _____

13. Was this a vacation trip? 1 YES 2 NO

IF NUMBER OF NIGHTS (Q.8) SPENT AWAY FROM HOME IS 1-5, ASK:
14. Were you away over a Saturday night? 1 YES 2 NO 3 DON'T KNOW

15. What was the main activity on this trip? (ACCEPT ONLY ONE ANSWER)

1 VISIT FRIENDS OR RELATIVES
2 CONVENTION, SEMINAR, MEETING
3 BUSINESS
4 OUTDOOR RECREATION (hunting,fishing,boating,camping)
5 ENTERTAINMENT (sightseeing,theater,sports)
6 PERSONAL, FAMILY (medical,funeral,wedding)
7 OTHER (specify) _____

IF 1, 3, 4, 5, 6, 7, CIRCLED IN Q.15 ASK:
16. Did you attend a convention, seminar or trade show on this trip? 1 YES 2 NO

17. What was the one type of transportation used to cover most of the miles on this trip? (READ CATEGORIES BELOW)

AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT	1
AUTO OR TRUCK WITH CAMPER TRAILER OR CAMPING EQUIPMENT	2
SELF-CONTAINED RECREATIONAL VEHICLE (LIVE-IN CAMPER)	3
AIRPLANE	4
BUS	5
TRAIN	6
SHIP, BOAT	7
OTHER, (SPECIFY) _____	8
RENTAL CAR	9

18. Did you rent a car at any time on this trip? 1 YES 2 NO

19. For this trip did you purchase a package tour which included at least a place to stay and transportation by air or bus for which you paid one price? 1 YES 2 NO

20. Did you consult a travel agent while arranging this trip? 1 YES 2 NO

IF YES, ASK:

21. Did you use the services of a travel agent to make any hotel or transportation reservations for this trip? 1 YES 2 NO

VACATION TRAVEL INTENTIONS

Z1. How many vacation trips do you intend to take in the next six months?

0 1 2 3 4 5 6 7 8 9 OR MORE Y DON'T KNOW

IF ANY:

Z2. Thinking only of the longest vacation trip you intend to take, in what month will that trip probably end?

1 JANUARY	4 APRIL	7 JULY	O OCTOBER
2 FEBRUARY	5 MAY	8 AUGUST	X NOVEMBER
3 MARCH	6 JUNE	9 SEPTEMBER	Y DECEMBER

Z3. How many nights do you intend to be away from home on this trip? _____NIGHTS

Z4. In what type of lodging do you intend to spend most of the nights on this trip? (CIRCLE - READ IF NEED TO)

1 FRIEND'S, RELATIVE'S HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 OTHER (SPECIFY) _____
7 DON'T KNOW

Z5. What will be your final vacation destination (the farthest point you will reach)? (RECORD CITY AND STATE OR COUNTRY)

_____

Z6. Will your destination be more than 500 miles, one way, away from home?

1 YES
2 NO
3 DON'T KNOW

IF YES:

Z7. Will your destination be more than 1000 miles, one way, away from home?

1 YES
2 NO
3 DON'T KNOW

Z8. What one mode of transportation will be used to cover most of the miles on this trip? (READ CATEGORIES)

1 AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT
2 AUTO OR TRUCK WITH CAMPING EQUIPMENT
3 SELF CONTAINED RECREATIONAL VEHICLE
4 AIRPLANE
5 BUS
6 TRAIN
7 SHIP, BOAT
8 OTHER
9 RENTAL CAR

Z9. Have you made any arrangements yet, such as transportation or hotel reservations for this trip?

1 YES
2 NO
3 DON'T KNOW

Z10. How many other members of your household, if any, will go with you on this trip? (CIRCLE ANSWER BELOW)

0 1 2 3 4 5 or more Y DON'T KNOW

IF ONE OR MORE, ASK:
Z11. How many of those members are under 18 years of age? _____

DEMOGRAPHIC CHARACTERISTICS

D1. What is your marital status?

1 MARRIED
2 SINGLE, NEVER MARRIED
3 SEPARATED
4 DIVORCED
5 WIDOWED
6 REFUSED

D2. Are you currently employed full or part-time?

1 YES
2 NO

IF YES, ASK:
D3. What is your occupation? _____

IF NO, ASK:
D4. Are you looking for work? 1 YES 2 NO

D5. Are you retired? 1 YES 2 NO

D6. What is the last grade that you completed in school?

1 LESS THAN HIGH SCHOOL
2 HIGH SCHOOL COMPLETE
3 COLLEGE INCOMPLETE
4 COLLEGE COMPLETE
5 GRADUATE WORK
6 REFUSED

D7. Do you own or rent your home?

1 OWN
2 RENT
3 REFUSED

D8. How many full-time or part-time wage earners live in this household?

1 ONE
2 TWO
3 THREE OR MORE
4 NONE
5 REFUSED

D9. How old are you? _____

D10. Is you family income less than $10,000 per year, between $10,000 and $19,999, between $20,000 and $29,999, $30,000 and $39,999 or between $40,000 and $49,999, between $50,000 and $74,999, between $75,000 and $99,999 or $100,000 or more per year?

1 LESS THAN $10,000
2 BETWEEN $10,000 AND $19,999
3 BETWEEN $20,000 AND $29,999
4 BETWEEN $30,000 AND $39,999
5 BETWEEN $40,000 AND $49,999
6 BETWEEN $50,000 AND $74,999
7 BETWEEN $75,000 AND $99,999
8 $100,000 OR MORE
9 REFUSED

D11. Which of the following credit cards does your household have?

1 VISA
2 MASTERCARD
3 AMERICAN EXPRESS
4 CARTE BLANCHE
5 DINERS CLUB
6 TELEPHONE CREDIT CARD
7 NONE OF THESE
8 REFUSED

D12. What is your zip code number? ___ ___ ___ ___ ___

D14. Sex of respondent: 1 MALE 2 FEMALE

THANK YOU FOR THIS INTERVIEW.
NAME OF INTERVIEWER _____ DATE _____
TIME INTERVIEW ENDED _____ LENGTH OF INTERVIEW _____

CENSUS REGIONS

The nine census regions of residence and final destination mentioned in this report are defined as follows:

New England - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

Mid-Atlantic - New Jersey, New York, Pennsylvania

South Atlantic - Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia

East South Central - Alabama, Kentucky, Mississippi, Tennessee

West South Central - Arkansas, Louisiana, Oklahoma, Texas

East North Central - Indiana, Illinois, Michigan, Ohio, Wisconsin

West North Central - Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

Mountain - Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

Pacific - California, Oregon, Washington (Alaska and Hawaii as destinations)

NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interviews from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States. The sample design is a two-stage, stratified, interrally replicated national probability sample using a new sample each month.

Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimate of the number of trips. Starting in 1986, data are also being collected on trips of less than 100 miles which included one or more nights spent in paid accommodations. Demographic information is collected from all 1,500 respondents each month. In addition, a random sample of 1,000 respondents (both travelers and non-travelers) are asked a series of questions concerning vacation travel intentions.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection among household members. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

SAMPLING ERROR

Theoretical estimates for the key projections of this survey are only able to provide a rough indication of sampling error, because of weighting, clustering and response rate. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. Accordingly, the following table may be used as a guide in determining the range for the major categories of projected trips and person-trips at the 95 percent confidence level.

	PERSON-TRIPS (Millions)		TRIPS (Millions)	
	Estimate	Range	Estimate	Range
Total	1,232.5	1,228.0 - 1,237.0	656.1	652.6 - 659.6
Vacation	830.9	826.9 - 834.9	396.2	393.2 - 399.2
Pleasure	927.9	923.9 - 931.9	455.3	452.3 - 458.3
Visit frnds/rel	425.8	422.8 - 428.8	213.8	211.3 - 216.3
Recrt/ent	502.1	499.1 - 505.1	241.5	239.0 - 244.0
Business/conv	211.7	209.2 - 214.2	155.6	153.6 - 157.6
Weekend	560.0	557.0 - 563.0	271.7	269.2 - 274.2
Auto	952.2	948.2 - 956.2	472.6	469.6 - 475.6
Air	238.6	236.1 - 241.1	154.6	152.6 - 156.6
Hotel	531.9	528.9 - 534.9	291.4	288.9 - 293.9
18-34 age group	405.9	399.9 - 411.9	265.9	260.9 - 270.9
35-54 age group	420.8	414.8 - 426.8	251.7	246.7 - 256.7
Seniors (55+)	226.3	221.3 - 231.3	291.4	286.4 - 296.4
New England	49.3	47.3 - 51.3	35.8	33.8 - 37.8
Mid-Atlantic	125.8	121.8 - 129.8	69.0	67.0 - 71.0
South Atlantic	229.2	224.2 - 234.2	120.7	117.7 - 123.7
East South Central	75.6	73.6 - 77.6	40.0	38.0 - 42.0
East North Central	158.4	154.4 - 162.4	83.2	80.2 - 86.2
West South Central	138.8	135.8 - 141.8	73.9	71.9 - 75.9
West North Central	95.5	93.5 - 97.5	49.4	47.4 - 51.4
Mountain	100.5	97.5 - 103.5	53.3	51.3 - 55.3
Pacific	179.5	175.5 - 183.5	98.6	95.6 - 101.6

When examining percentage distributions of trip and person-trip characteristics for the major categories reported above, it may be helpful to refer to the following chart, which indicates the approximate statistical variability of the estimates contained in this report at the 95 percent confidence level.

APPROXIMATE SAMPLING TOLERANCE FOR SURVEY PERCENTAGES AT OR NEAR THESE LEVELS

SAMPLE SIZE	10% OR 90%	20% OR 80%	30% OR 70%	40% OR 60%	50%
100	7%	10%	11%	12%	12%
500	3	4	5	5	5
700	3	3	4	4	4
1,000	2	3	4	4	4
1,500	1	2	3	3	3

SAMPLE CHARACTERISTICS
Full Year 1989

Number of telephone interviews completed	18,339
Number of respondents reporting one or more qualifying trips*	5,022
Total number of qualifying trips	6,488

*A trip must be at least 100 miles away from home to qualify for the National Travel Survey.